

means to use information related to the program to select user specific information to be presented to the individual.

96. (Original) A system, as in claim 8, further comprising:

means to detect when an individual is in proximity to a visual or audio output device;

means to determine which program is being presented on the visual or audio output device; and

means to use information related to the program to select user specific information to be presented to the individual.

97. (Original) A system, as in claim 18, further comprising:

means to detect when an individual is in proximity to a visual or audio output device;

means to determine which program is being presented on the visual or audio output device; and

means to use information related to the program to select user specific information to be presented to the individual.

98. (Original) A method, as in claim 28, including the additional steps of:

detecting when an individual is in proximity to a visual or audio output device;

determining which program is being presented on the visual or audio output device; and